



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/798,444

03/12/2004

Dwight Allen Merriman

16113-1341008

5265

26192 7590 08/24/2009
FISH & RICHARDSON P.C.
PO BOX 1022
MINNEAPOLIS, MN 55440-1022

EXAMINER

GOLDMAN, MICHAEL H

ART UNIT

PAPER NUMBER

3688

NOTIFICATION DATE

DELIVERY MODE

08/24/2009

ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

PATDOCTC@fr.com

DETAILED ACTION

1. The following is a Final Office Action in response to the Amendment received May 13, 2009. Claims 7-14 have been amended. Claims 15-23 have been added. Therefore, claims 1-23 are pending and addressed below.

Claim Rejections - 35 USC § 101

2. The 35 USC 101 rejections have been withdrawn based upon the May 13, 2009 amendments to claims 7-14.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claim 7-8 and 10-14 are rejected under 35 U.S.C. 102(e) as being anticipated by Goldhaber et al. (5,794,210).

Claim 7: Goldhaber discloses a method comprising:

a. receiving, at an ad server computer, a plurality of advertisement requests from a user node, each advertisement request based upon a link from an affiliate note to the

Art Unit: 3688

user node in response to a content request sent from the user node to the affiliate node (see Fig 11, whereby user receives content requested (at user node), e.g. content items 62(1-3) Ski...,Metro Opera... and ...Flute Simulcast, and item 63 is a link (from affiliate), coupon for Nonfat Cheesecake; also see column 5, line 3 whereby (a plurality of) ads are targeted to user node);

b. collecting information based upon the advertisement requests (see Fig 12 item 200 whereby Goldhaber user interacts with ad (via link/activates Cyber Coin), and collects interaction data (information based upon the advertisement requests, and see item 232 whereby Goldhaber inactivates Cyber Coin once success with given Cyber Coin achieved, thereby keeping track of ads viewed via Cyber Coin link);

c. selecting an advertisement in response to an advertisement request, an advertisement based upon the collected information (column 14, lines 17-40, also see Fig 12, item 232 whereby ads/Cyber Coin links are not repeated due to inactivation);

d. updating the available advertisements (Fig 11A, items 194 and 186 whereby server scans for matching ads and then scans for used ads resulting in available ads to place in users node, item 196).

f. sending the selected advertisement to the user node for display (Fig 11A,, item 196 and column 16, lines 6-10 and column 18, lines 27-33).

Claim 10 and 14: Goldhaber discloses a method for advertising as in Claim 1 and 7 above, and further discloses performing a reverse domain name lookup based upon the advertisement request (column 12, lines 14-37 and column 17, lines 1-3).

Claim 11: Goldhaber discloses a method for advertising as in Claim 2 and 7 above, and further discloses receiving a click-through request for information about the advertiser associated with the advertisement (column 11, lines 16-24 and column 16, lines 6-10).

Claim 12: Goldhaber discloses a method for advertising as in Claim 3 and 11 above, and further discloses sending a network address (URL) to the user in response to the click- through request (column 16, lines 57-64).

Claim 13: Goldhaber discloses a method for advertising as in Claim 3 and 7 above, and further discloses storing information about a prior click-through from said user (column 7, lines 8-19; column 12, lines 14-37; and column 18, lines 1-2).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

Art Unit: 3688

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

.

3. Claims 1-6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldhaber et al (5,794,210).

Claim 1, and 9: Goldhaber discloses an apparatus for advertising, comprising:

- a. a processor, memory, and database (column 9, line 33 - column 10, line 8);
- b. collecting information based upon a plurality of advertisement requests sent from a user (column 12, lines 14-37, also see Fig 12 item 200 whereby Goldhaber user interacts with ad (via link/activates Cyber Coin), and collects interaction data (information based upon the advertisement requests, and see item 232 whereby Goldhaber inactivates Cyber Coin once success with given Cyber Coin achieved, thereby keeping track of ads viewed via Cyber Coin link);
- c. selecting an advertisement based upon the collected information (column 14, lines 17-40, also see Fig 12, item 232 whereby 'Cyber Coin links'(ads) are not repeated due to inactivation);
- d. basing the advertisement request on a link on a content request from said user (column 7, lines 28-46 and column 16, lines 6-10); and
- e. updating the available advertisements (column 14, lines 23-31, Fig 11A, items

Art Unit: 3688

194 and 186 whereby server scans for matching ads and then scans for used ads resulting in available ads to place in users node, item 196);

f. sending the selected advertisement to the user node for display (Fig 11A,, item 196 and column 16, lines 6-10 and column 18, lines 27-33).

While Goldhaber does not explicitly disclose generating a report about the placement of advertisements, it would have been obvious to one having ordinary skill in the art at the time the invention was made to provide reports about advertisement placement back to the advertisers. One would have been motivated to provide such reports in view of Goldhaber's disclosure that the problem his invention overcomes is "how will advertisers know that they are getting their money's worth?" (column 5, lines 56-57). Goldhaber further discloses billing the advertiser for the number of "cyber-coins" clicked on by the users. This also implies that the advertiser is receiving a report in order to ascertain both the amount to pay and the basis for the bill.

Claim 2: Goldhaber discloses an apparatus for advertising as in Claim 1 above, and further discloses sending the selected advertisement to the said user for display (column 16, lines 6-10 and column 18, lines 27-33).

Claim 3: Goldhaber discloses an apparatus for advertising as in Claim 2 and 7 above, and further discloses receiving a click-through request for information about the advertiser associated with the advertisement (column 11, lines 16-24 and column 16, lines 6-10).

Claim 4: Goldhaber discloses an apparatus for advertising as in Claim 3 and 11 above, and further discloses sending a network address (URL) to the user in response to the click-through request (column 16, lines 57-64).

Claim 5: Goldhaber discloses an apparatus for advertising as in Claim 3 and 7 above, and further discloses storing information about a prior click-through from said user (column 7, lines 8-19; column 12, lines 14-37; and column 18, lines 1-2).

Claim 6: Goldhaber discloses an apparatus for advertising as in Claim 1 and 7 above, and further discloses performing a reverse domain name lookup based upon the advertisement request (column 12, lines 14-37 and column 17, lines 1-3).

Response to Arguments

4. Applicant's arguments filed May 13, 2009 have been fully considered but they are not persuasive.

Applicant argues with respect to 35 USC `102, Claims 7, 8, and 10-14 that "...Goldhaber fails to disclose an 'affiliate node' that receives a request for content and provides a link to an ad server in response to the request for content. Specifically, Goldhaber discloses that the links are both presented by the attention brokerage server 106, and linked to the attention brokerage server 106...' Examiner respectfully disagrees, see column 7, lines 62-63 whereby 'the ad might ask Cynthia if she is

Art Unit: 3688

interested in having the merchant (affiliate) **contact** her **directly...**' The Examiner interprets the positive consumer response for direct contact with the affiliate as inherently providing a link to an affiliate ad server in response to the request for direct contact for content. Goldhaber further discloses both central server as well as affiliate server links (see column 8, lines 29-33 whereby '...initially such transactions would probably be handled through a central server facility, but eventually the work could be spread among many local entrepreneurs (affiliates) who would franchise the necessary software and set themselves up as independent agents to service the local community and local businesses...').

Applicant argues with respect to 35 USC 103, Claims 1-6 and 9 that '...Goldhaber fails to disclose a 'memory storing instructions for a report process adapted to be executed by said processor to generate a report about the placement of advertisements...' and the prior Examiner rationale that advertisers are billed for the number of 'cyber coins' activated by users implicitly and inherently has a memory storing instructions for report process to be executed by said processor to generate a report about the placement of advertisements. Applicant further argues that '...a bill does not necessarily provide a report of anything...' Examiner interprets any summary bill as having an audit trail, otherwise the billing could not support any challenges to said billing, hence the memory with the details of the billing must exist from an accounting and collections viewpoint, otherwise the customers would learn of this flaw and refuse to pay any bills/invoices over time.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MICHAEL H. GOLDMAN whose telephone number is (571)270-5101. The examiner can normally be reached on Monday thru Thursday 6:00am-3:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Robert Weinhardt can be reached on 571-272-6633. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3688

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free)? If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

mhg
August 18, 2009

/James W Myhre/
Primary Examiner, Art Unit 3688